Introduction :

The evolution of Corporate Social Responsibility in India refers to changes over time in India of the cultural norms of corporations' engagement of Corporate Social Responsibility (CSR), with CSR referring to way that businesses are managed to bring about an overall positive impact on the communities, cultures, societies and environments in which they operate. The fundamentals of CSR rest on the fact that not only public policy but even corporates should be responsible enough to address social issues. Thus companies should deal with the challenges and issues looked after to a certain extent by the states. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms.

The aim is to increase long-term profits through positive public relations, high ethical standards to reduce business and legal risk, and shareholder trust by taking responsibility for corporate actions. CSR strategies encourage the company to make a positive impact on the environment and stakeholders including consumers, employees, investors, communities, and others.

Business Dictionary defines CSR as "A company's sense of responsibility towards the community and environment (both ecological and social) in which it operates."

Companies express this citizenship -

(1) through their waste and pollution reduction processes,

(2) by contributing educational and social programs and

(3) by earning adequate returns on the employed resources.

The concept of Corporate Social Responsibility (CSR) is a challenge for managers of companies in today's risky, competitive and complex business environment. In view of this, there has been a need for firms in every industry to develop an environmental agenda and take measures to minimize the ever-increasing environmental impacts created by their activities. There are several benefits that firms in every industry derive from engaging in CSR.

Regarding the economic view, many firms facilitate world business and globalization. The industries create jobs and enable the expansion of trade across the globe by opening up new market opportunities. They also attract businesses to locations all over the world, hence satisfying the mobility requirements of a growing portion of the world's population. From the social perspective, companies are increasingly becoming accessible to a large number of people who can now afford to teach their children and can avail medical facilities. Lastly, in terms of the environmental perspective, there is a need for companies to minimize or contain the impact on their environment through the continuous improvement of their day to day activities and the introduction of new, more sustainable technologies.

Review of Literature :

(Goel M. & Ramanathan P. E.,2014) The paper explores the concept of Business Ethics and Corporate Social Responsibility with a perspective that meaningfully CSR should be seen in the context of an overall paradigm of business ethics. The study proposes that ethics in business remains a topic of debate that cannot be defined or resolved through measuring or enforcing CSR. **(Valenti A., Carden L. L. & Boyd R. O, 2014)** This study examines the CSR programs at both Boeing Company and ExxonMobil Corporation and highlights each company's effective implementation components, using the case study method. Although the benefits of CSR on stakeholder's perceptions of a company and its products are widely accepted , it is also suggested that companies should view CSR strategically. **(Servaes, H. & Tamayo, A., 2013)** The aim is to investigate whether the advertising of CSR activities proves profitable for a firm, with special reference to customer awareness. Advertising intensity proves to be beneficial for a firm, but is highly dependable on the firm's prior reputation and goodwill in the market. **(Kitzmueller M. & Shimshack J, 2012)**This paper significantly explores whether CSR should exist and investigates conditions when CSR may produce higher welfare than other public good provision channels. The paper provides a systematic framework for the economic analysis of CSR. The literature demonstrates that CSR can only achieve a second – best level of public goods provision. **(Khanifar, H., Nazari, K., Emami, M., Soltani, H.A, 2012)**This study attempts to define the concept of corporate social responsibility and to examine its guiding principles. The study into the effects of corporate social responsibility has produced mixed results. **(Kincaid, M, 2012)** Investigating the ideals of working in servant-leadership style, its benefits to the firm without compromising on the financial terms. Keeping the idea of serving others first, provides the firm with new ways of gaining social advantage. Following this approach sees even high percentage

of financial profits. **(Medarevic, S, 2012)**The study discusses the benefits of adopting CSR and the significant advantages for both shareholders and the environment, particularly when taken voluntarily. It concludes that it should be the moral obligation of the corporates today in the world to become conscious about the cause of saving the environment. **(Bauman C. W. & Skitka L. J, 2012)**The study identifies four distinct paths through which corporate social responsibility may affect employees' relationship with their company that correspond to four universal psychological needs. The study represents one possible way to organize how employees are likely to interpret the wide range of firm activities that have been included under the banner of CSR in work conducted at macro level. **(Ismail M, 2009)**The article aims to analyze three theories of CSR namely utilitarian, managerial and relational in terms of their meaning and practical emphases. Skills needed by CSR managers do vary due to the diverse disciplines involved and also the complexity of the roles and responsibilities of a CSR initiative. **(Kercher K, 2007)**The study deals with how corporate social responsibility is associated with the conduct of corporations and in particular whether corporations owe a duty to stakeholders other than shareholders. Whilst considerable progress has been made in holding companies accountable for their environmental performance, progress on social issues such as human rights, has been more limited. **(Williams, A.M., Seigel, D.S. & Wright, P.M, 2006)**If being socially responsible is profitable for the firm. The strategic implications of being indulged in CSR activities. There should be a certain level to be socially responsible so that the investment gives you good returns. **(Maignan, I. & Ferrell, O.C, 2004)** Giving due importance to all stakeholder groups while formulating the CSR activities in accordance with the marketing strategies. A set of rules and guidelines should be framed internally to work ethically in the corporate environment.

Tabular Presentation of Articles Reviewed :

Author Name	Title	Study Objective/Study Description	Country/ Geographical Area covered	Sample Size/ Data Analysis Method	Findings/ Conclusions
Goel M. & Ramanathan P. E. (2014)	Business Ethics and Corporate Social Responsibility-Is there a dividing line ?	The paper explores the concept of Business Ethics and Corporate Social Responsibility with a perspective that meaningfully CSR should be seen in the context of an overall paradigm of business ethics.	India	Descriptive statistics, correlation and Z Test	The study proposes that ethics in business remains a topic of debate that cannot be defined or resolved through measuring or enforcing CSR.
Valenti A., Carden L. L. & Boyd R. O.(2014)	Corporate Social Responsibility and Businesses - Examining the criteria for Effective Corporate Implementation Utilizing Case Studies	This study , examines the CSR programs at both Boeing Company and ExxonMobil Corporation and highlights each company's effective implementation components, using the case study method.	U.S.A.	Chi – square and goodness of fit test.	Although the benefits of CSR on stakeholder's perceptions of a company and its products are widely accepted , it is also suggested that companies should view CSR strategically.
Servaes , H. & Tamayo, A., (2013)	The Impact of Corporate Social Responsibility on	The aim is to investigate whether the advertising of CSR activities proves profitable for a firm, with	United Kingdom	CHI SQUARE, Descriptive Statistics	Advertising intensity proves to be beneficial for a firm, but is highly dependable on the firm's prior

	Firm Value: The role of Customer Awareness	special reference to customer awareness.			reputation and goodwill in the market.
Kitzmueller M. & Shimshack J.(2012)	Economic Perspectives on Corporate Social Responsibility	This paper significantly explores whether CSR should exist and investigates conditions when CSR may produce higher welfare than other public good provision channels.	U.S.A.	Descriptive statistics, statistical analysis software, SAS version 9.3 and significance level was<0.05 for 2 tail test.	The paper provides a systematic framework for the economic analysis of CSR. The literature demonstrates that CSR can only achieve a second – best level of public goods provision.
Khanifar, H., Nazari, K., Emami, M., Soltani, H.A.(2012)	Impacts Corporate Social Responsibility on company financial performance	This study attempts to define the concept of corporate social responsibility and to examine its guiding principles.	Iran	Multi variate analysis Logistic regression GEE (Generalized estimating equation)	The study into the effects of corporate social responsibility has produced mixed results.
Kincaid, M. (2012)	Building Corporate Social Responsibility Through Servant Leadership	Investigating the ideals of working in servant-leadership style, its benefits to the firm without compromising on the financial terms.	U.S.A.	Use of Hermeneutics	Keeping the idea of serving others first, provides the firm with new ways of gaining social advantage. Following this approach sees even high percentage of financial profits.

Medarevic, S.(2012).	Environmental Corporate Social Responsibility and the Carbon Economy: A Case for CSR, the Triple Bottom Line and Obliquity	The study discusses the benefits of adopting CSR and the significant advantages for both shareholders and the environment, particularly when taken voluntarily.	Australia	Logistic regression models	It concludes that it should be the moral obligation of the corporates today in the world to become conscious about the cause of saving the environment.
Bauman C. W. & Skitka L. J. (2012).	Corporate social responsibility as a source of employee satisfaction	The study identifies four distinct paths through which corporate social responsibility may affect employees' relationship with their company that correspond to four universal psychological needs.	U.S.A.	Chi-Square, Spearman's rank Kruskall-wallis test	The study represents one possible way to organize how employees are likely to interpret the wide range of firm activities that have been included under the banner of CSR in work conducted at macro level.
Ismail M. (2009).	Corporate Social responsibility and its role in community development: An international perspective	The article aims to analyze three theories of CSR namely utilitarian, managerial and relational in terms of their meaning and practical emphases.	Malaysia	Ordered Logistic Regression and Logistic Regression	Skills needed by CSR managers do vary due to the diverse disciplines involved and also the complexity of the roles and responsibilities of a CSR initiative.
Kercher	Corporate	The study deals	Australia	Statistical	Whilst

K.(2007).	social responsibility: Impact of globalisation and international business	with how corporate social responsibility is associated with the conduct of corporations and in particular whether corporations owe a duty to stakeholders other than shareholders.		sources for social sciences Chi Square AP value of less than 0.05	considerable progress has been made in holding companies accountable for their environmental performance, progress on social issues such as human rights, has been more limited.
Williams, A.M., Seigel, D.S. & Wright, P.M. (2006)	Corporate Social Responsibilty: Strategic implications	1.If being socially responsible is profitable for the firm. 2. The strategic implications of being indulged in CSR activities.	U.S.A.	Multi variate analysis Logistic regression	There should be a certain level to be socially responsible so that the investment gives you good returns.
Maignan, I. & Ferrell, O.C (2004)	Corporate Social Responsibility and Marketing: An Integrative Framework	Giving due importance to all stakeholder groups while formulating the CSR activities in accordance with the marketing strategies.	United Kingdom	Descriptive statistics, correlation and Z Test	A set of rules and guidelines should be framed internally to work ethically in the corporate environment.

Research Gap :

Corporate Social Responsibility (CSR) promotes a vision of business accountability to a wide range of stakeholders, besides shareholders and investors. Key areas of concern are environmental protection and the wellbeing of employees, the community and civil society in general, both now and in the future. Significant gaps in the study of Corporate Social Responsibility that have been observed are:

- Most of the research is only based on media articles and reports where things are mostly over – exaggerated.

- Further research is immensely required to explore how government bodies are associated with industries' stance to build Corporate Social Responsibility in the firm.

- In most of the studies, CSR has been associated only with customers. There is a need to explore the relation between CSR activities and the response of other stakeholders.

- Despite a number of clear findings, many questions related to the whether? And why? Of Corporate Social Responsibility remain incompletely answered.

- A related issue is that very little research suggests the probable measures for adopting CSR to a level that enhances firm performance.

Statement of the problem :

Considering the stakeholder groups as the basis of success and failure of the business, they are individuals or groups that have interests, rights, or ownership in an organization and its activities. Customers, suppliers, employees, and shareholders are examples of primary stakeholder groups. Each has interest in how an organization performs or interacts with them. These stakeholder groups can benefit from a company's success and can be harmed by its mistakes. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms which encourage the company to make a positive impact on the environment and stakeholders. Corporate Social Responsibility has become an integral part of business practice over the last decade or so. According to Companies Act 2013, every company, private limited or public limited, which either has a net worth of Rs 500 crore or a turnover of Rs 1,000 crore or net profit of Rs 5 crore, needs to spend at least 2% of its average net profit for the immediately preceding three financial years on corporate social responsibility activities.Although there appears to be more support for the view that CSR activities have a significant impact on firms, a large number of studies find the opposite relation. As a result, the normative implications of research on Corporate Social Responsibility are still uncertain. For individual dimensions of CSR, in general strengths are positively valued and concerns are negatively valued, although the effect is not universal across all dimensions of CSR. Firm value is an economic measure reflecting the market value of a business. It is a sum of claims by all claimants: creditors and shareholders. In the lieu of this, certain factors that needed to be studied are the Corporate Social Responsibility Practices of selected Private sector enterprises of Rajasthan.

Justification of the study :

Since private enterprises furnish us with their excellent services in association with its stakeholders , so the study will prove to be of eminent significance for:

1. The higher administration of the private sector enterprises.
2. The companies' stakeholders.
3. The researchers, academicians and the students.
4. Similar other professions where effective CSR policies are considered the organisations' primary player in achieving the goals and gaining competitive edge.
5. The information gathered through this research will add up to the existing body of knowledge which can be useful for the economic and social progress of our country.

Scope of the Study:

The proposed study will be covering the following dimensions of Corporate Social Responsibility :

- Economic responsibility
- Legal responsibility
- Ethical responsibility
- Philanthrophic responsibility

The proposed study will be restricted to some of the specific dimensions of corporate social responsibility such as rural development, generation of employment, education, protection of environment, conservation of natural resources, health care, beautification of the city, women empowerment, fair and transparent work environment. The information will be gathered with the help of primary data (Questionnaire) and in some areas secondary data (books, journals, web etc.) would also be relied upon for the proposed study.

Objectives of the study :

- To explore the various Corporate Social Responsibility practices of selected private sector enterprises in Rajasthan.
- To judge the commitment of enterprises in their social and environmental consciousness as an integral part of business plan.
- To analyse and overview the CSR programmes of the selected private sector enterprises and give suggestions of how and what to communicate.
- To suggest the probable measures for adopting CSR to a level that enhances firm performance.

Hypothesis of the study :

- Ha : There is satisfactory performance of Corporate Social Responsibility Practices of selected private sector enterprises in Rajasthan.

- Ho : There is no satisfactory performance of Corporate Social Responsibility Practices of selected private sector enterprises in Rajasthan.

Research Methodology :

- **Research Design**: A descriptive and exploratory research design.
- **Sampling Design**: A sample of 600 employees and beneficiaries will be taken from selected Private sector enterprises of Rajasthan by stratified random sampling technique.
- **Universe of the Study**: The universe of the study will be the management of selected private sector enterprises of Rajasthan and their beneficiaries.
- **Data Collection Methodology**: The primary data will be collected through structured questionnaire and secondary data will be collected from books, journals, reports and internet.
- **Sample Data:** Sample of 600 employees and beneficiaries will be taken from the selected Private sector enterprises of Rajasthan.

Sample Details:

- **Management and Beneficiaries of Private sector enterprises of Rajasthan** would be taken into account as population for the proposed Study.

	Sampling Process Undertaken	
1.	Identifying the Target population	Management and Beneficiaries
2.	Specifying the sampling frame	Private sector enterprises of Rajasthan
3.	Specifying the sampling Unit	Management and Beneficiaries of Private sector enterprises of Rajasthan
4.	Specifying the Sampling Method	Stratified Random Sampling.
5.	Determination of the sample Size	Krejcie Morgan formula: 600 Respondents

Application of sampling Formulae:

Krejcie Morgan formula

Confidence Level = 95 %
Confidence Interval = 4%
Proportion = 5%
Population (Infinite Population) = Population is above 50,000

The Z-value for confidence level is: 1.96 = 95 percent confidence level

$$\text{Sample Size} = \frac{Z^2 \times p \times (1-p)}{C^2}$$

$$= \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.04)^2} = 600$$

Sample Size Determined = 600 Respondents

Tools and Techniques :

For the purpose of presentation and analysis of data , following statistical tools will be applied :

1. SPSS SOFTWARE.
2. DESCRIPTIVE STATISTICS (Arithmetic mean, median, mode and standard deviation).
3. INFERENTIAL STATISTICS (Correlation and Linear Regression).

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Proposed Chapter Scheme

Chapter	Topics
1	**INTRODUCTION - AN OVERVIEW**
2	**Conceptual Framework Corporate Social Responsibility Practices of selected private sector enterprises in Rajasthan.** **- Brief Introduction of CSR practices of private enterprises.**
3	**RESEARCH METHODOLOGY** 3.1 Objective of the Study 3.2 Rationale of the Study 3.3 Scope of the Study 3.4 Hypothesis **RESEARCH DESIGN** 3.5 Sampling Design 3.6 Sample Size 3.7 Method of Sampling **DATA COLLECTION METHODS** 3.8 Primary Data Collection - Source - Instruments & Tools used 3.9 Secondary Data Collection - Review of Related Literature - Journals & Periodical review - Statistical tools used for Data Analysis
4	**DATA ANALYSIS & INTERPRETATION**
5	**FINDINGS AND CONCLUSION** 5.1 Findings 5.2 Conclusion 5.3 Recommendations & Suggestions 5.4 Limitation of the Study
6	**APPLICATION OF THE RESEARCH AND SCOPE FOR FURTHER STUDY**
	REFERENCES
	BIBLIOGRAPHY
	WEBLIOGRAPHY
	ANNEXURE : QUESTIONNAIRE

Appendix

The survey is being conducted for academic purpose only. You are requested to kindly fill the questionnaire below. I assure you that the data generated shall be kept confidential.

SECTION - A

Demographics

1) NAME OF RESPONDENT (optional) :

2) AGE:

3) SEX: Male _____ Female_____

4) MARITAL STATUS: Single _____ Married_____

Divorced_____ Widow_____

5) TYPE OF FAMILY: Joint_____ Nuclear_____

6) HIGHEST DEGREE EARNED (check one): _____ High school diploma

_____ Master's Degree _____ Vocational certificate _____ Ph.D. _____

BBA _____ Other (please specify)

7) PLEASE INDICATE NUMBER OF YEARS OF EXPERIENCE_____

Up to and including 1 year _____ 1-4 yr____5-8yr___9-12yr___13-16yr

___17-20yr___21-24yr___>25yrs___.

8)NAMEOFCOMPANY:_____

9) SECTOR: Public _____ Private_____

SECTION – B

Community Policies:

From Q. 9 –14: Please respond to the following questions by putting tick mark :

(a) Yes (b) No (c) In part (d) Don't know (e) Not Applicable

Q.No		a	b	c	d	e
9	Does the company have a CSR structure?					
10	Are your employees encouraged to participate in local community activities (e.g. providing employee time and expertise, or other practical help)?					
11	Does your company give regular financial support to local community activities and projects (e.g. charitable donations or sponsorships)?					
12	Do you communicate your comapny's values to customers, business partners, suppliers and other interested parties (e.g. in sales presentations, marketing material or informal communication)?					
13	Does your company make an assessment of impact of its business on the stakeholders ?					

SECTION - C

Perceptions of CSR :

From Q. 14 – 21: Please respond to the following questions by putting tick mark : (a) Strongly agree (b) Agree (c) Neutral (d) Disagree

Q.No		a	b	c	d
14	Based on your experience, would you agree the company is an instrument for wealth creation with CSR conceived as a strategic tool to promote economic objectives?				
15	Do you agree : CSR is an unconditionally acceptance obligation of Business ?				
16	Do you agree: implementing CSR should be the responsibility of every company ?				
17	Do you agree: Government should provide training to companies to help them to implement CSR ?				
18	Should there be more public recognition given to companies doing well in the area of CSR ?				
19	State whether you agree with CSR budgets allocated by your company.				
20	Do you agree with the geographical area of CSR interventions ?				
21	Do you agree with the nature of CSR activities undertaken by your company ?				

22. Please state CSR activities of your organization relating to the following by putting [tick mark]:

(a) Environmental Care	[ ]	(b) Education	[ ]
(c) Healthcare	[ ]	(d) Peripheral Development	[ ]
(e) Housing	[ ]	(f) Village adoption	[ ]
(g) Community Involvement	[ ]	(h) Employment & Employability	[ ]
(i) Rural Sports	[ ]	(j) Welfare	[ ]

(k) Any Others (Pl. specify): _____

23. Say "Yes or No' : Is the government playing a satisfactory role in building CSR in your company ?

Yes [ ] No [ ] No Answer [ ]

24. Say 'Yes' or 'No': Would you be willing to dedicate specific working hours of staff to CSR related activities?

Yes [ ] No [ ] No Answer [ ]

25.. If 'Yes': how many Hours / Day roughly [ ]

26.. Anything else you wish to state about Corporate Social Responsibility (CSR):